



in this issue

DWS Services	2
Kitchen Table Economics . .	2
Boost Your Website	
Traffic	3
Kudos	3
Business Pioneer	
Awards	4
Business Consultants . . .	4

Clearfield EC Celebrates Grand Opening

The staff at the Utah Department of Workforce Services (DWS) is more excited than ever to showcase services to customers since moving into their new office at 1290 East 1450 South in Clearfield. The Clearfield Employment Center (EC) held its Grand Opening

Job seekers will also find more than thirty new computers in the Job Connection Room where they can search Utah's Job Bank, America's Workforce Network and other Internet sites for job openings. They can also write resumes and cover letters to employers. The center provides access to phones, fax machines, and copy machines. All of these services are provided at no charge to support employer and job seeker customers.

"We are excited to offer these services to our customers," said Jean Fisher, Clearfield EC Manager. "Our staff is eager to show off all of the services available to the citizens of Clearfield and Davis County. We cordially invite everyone to come into the center to see what 'Utah's Job Connection' can do for them."



DWS Executive Director Bob Gross and North Region Director Harold Hess performed the ribbon cutting and declared the new Clearfield EC open for business.



Celebration in August with the Davis Chamber of Commerce Ambassador Group, the "Lakesiders," on hand to conduct a Ribbon Cutting Ceremony. Tours of the new center were conducted by staff members.

Employers and job seekers alike will enjoy this new One-Stop EC. Large and small conference rooms are available for employers' use in recruiting and training employees. Clerical skills testing is available including typing tests, 10-key tests, and software application tests such as Word, Excel, and WordPerfect.



The Davis County Chamber and the "Lakesiders" present Jean Fisher with a certificate for the Clearfield EC and its employees.

Need help finding good employees?



We can help.

Connect your company to an effective and economical approach to your hiring needs. At "Utah's Job Connection," we offer one of the largest qualified talent pools in Utah. We also offer services such as

- Labor market information
- Employment practices consultation
- Downsizing consultation services
- Free or low cost seminars and workshops on subjects such as:
 - Sexual Harassment in the Workplace
 - Understanding Unemployment Insurance
 - Utah's New Hire Registry
 - and more!

What if you could access all of this information, for absolutely **FREE**? You can! Call us now at **1-888-920-WORK** or visit our website at www.dws.state.ut.us.

Kitchen Table Economics

**New LMI Newsletter is for
Everyone**

By Connie Blaine

Economic Information Coordinator

The Workforce Information Division of DWS is proud to introduce it's newest newsletter, **TrendLines, Perspectives on Utah's Economy**. This "plain English" bi-monthly newsletter offers "kitchen table economics" for all labor market information users: business people, human resource specialists, planners, educators, job seekers, legislators, or anyone who likes to stay informed. **TrendLines** takes all the current complex economic data and distills it into a user-friendly format-no jargon, or tables loaded with numbers. For those wanting more information or detail, each article will have Internet addresses listed at the end, to link the reader with more data on the topic.

Each issue of **TrendLines** will contain regular features: A Metro section focusing on the Wasatch Front; "The Other Utah" section highlighting nonurban areas; national economic news affecting Utah; a highlighted county (first issue is Cache County), two feature articles on current issues; one from a DWS economist, and one from a "guest writer"-such as an economist from the Governor's Office of Planning and Budget. A Department page will convey news from various divisions within DWS, and letters to the editor will be included in future issues.

Each **TrendLines** issue will have a theme, such as "The Economic Impact of the Olympics" (next issue), "The Economic Outlook for Utah," and more.

The pilot issue is both on the web at <http://wi.dws.state.ut.us/pubs/trendlines/t10801.pdf>, and available in print. To get a free copy, or to get on the mailing list, call 801-526-9786, or e-mail us at cblaine@ws.state.ut.us. Enjoy!

Boost Your Website Traffic

using the SuperTips Internet Marketing Articles

Want to know how to boost your internet traffic? Read on! Without a doubt the most powerful method of attracting visitors to your website - and keeping them there - is by providing useful free information.

Articles which explain how to make money, or save money, or improve your business, or save time are always in demand.

You will suddenly find that more and more sites will start linking to your site when you provide valuable information.

The Supertips Internet Marketing articles are available for you to freely provide this information - and here are some effective ways of using them to promote your own business.

Example 1

Choose an article that will appeal to your readers, for example "How to Profit on the Internet." Make a copy of this report and put it on a new page at your website. Before the start of the report and at the end you publicize your own promotion with an eye-catching link or banner, for example:

"Click here for our TOP selling product."

or

"Purchase before the end of the month - and SAVE 30%."

On your main page where you are providing links to the rest of your website add a line referring to this new page, for example:

"Click here for today's SPECIAL Free report."

or

"Click here for our Free report - How to Profit on the Internet."

or

"Click here for a Free report to BOOST your online sales."

This is bound to incite the curiosity of your readers. They link to the report, they find the content useful and feel that you have offered a bonus instead of just a sales pitch. They will then be inclined to click to your special links.

You can also promise that there will be another report next week, you can simply rotate reports and at the same time set up different links or banners for your own products.

Example 2

This is variation of Example 1 but instead of choosing one particular report you simply refer to the whole collection, for example:

"Click here for a FREE collection of great Internet Marketing articles, guaranteed to boost your on-line business."

This will lead to a page where you refer to the collection at <http://www.supertips.com/art/list.htm> but again you surround this with your own promotions.

Example 3

Mention in your ads or sales letters that there is a collection of articles and point to the page you have set up in Example 2. You can also see EXACTLY how other sites are using these simple free ideas. They are listed on one page and you can find it at www.supertips.com/art/lista.htm. The information in this article plus much more is available free of charge; simply list the website and/or author as your resource.

KUDOS

"I would like to express my sincere thanks for all the help and support you and your staff rendered during our mass hire and orientations. I believe you went above and beyond the call of duty by...allowing us to use your personal office...giving us full and complete access to your facility...We truly could not have done it all without you. Thanks again."

Tim Zavala
Store Manager, Lowe's Home Improvement Warehouse

"DWS has been a very important part of St. George Target's successful opening. From the very beginning they helped us with every need...The St. George Target Team was also very grateful to be able to use the DWS building and supplies...we used their resources several times, for meetings, orientations and interviews. DWS is an excellent organization and we greatly appreciated their assistance in opening our Target store."

Sharlyn Schofield
Team Relations Leader

"Hiring for our new store was such a success. We were very pleased with the services DWS has to offer."

Terri Eagan
Harmons

"Thank you and your staff for the ongoing support in eBay's efforts to recruit qualified individuals. The commitment your team displayed in an effort to meet our aggressive deadline was most appreciated (and also proved that you understand what it is like to work on Internet time.)"

Lynn Hardin
eBay

Utah Department of Workforce Services
Executive Director's Office
140 East 300 South
Salt Lake City, UT 84111

Return Service Requested

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North Region...

DWS congratulates winners of 1st Annual Business Pioneer Award

The Standard Examiner newspaper of Ogden named the honorees of the first "Business Pioneer of the Year Award." There were 5 winners selected from more than 40 candidates. The winners are as follows:

•Ray Kimber, President

RKB Industrial Inc.; in business since 1979; 35 employees

•Jewel Lee Kenley, Owner

Ed Kenley Ford; in business since 1981; 96 employees

**•Robert Moore, President & Chief
Financial Officer**

Big D Construction Corp.; in business since 1967; 500 employees

•Javier Chavez, Owner

Javiers Inc.; in business since 1991; 46 employees

•Thomas Hardy, Owner

Thomas Hardy Salons USA; in business since 1980; 46 employees

DWS North Region Business Consultants

•Brigham

Craig Stewart (435) 734-4066

•Logan

Lyle Ward (435) 792-0319

•Ogden

Mark Jenkins (801) 626-0334

Luann Elliott (801) 626-0347

•Davis

Debra Nordfelt (801) 776-7830

Julie Barnes (801) 776-7831